

METHOD AND APPARATUS FOR ACCESS AND DISPLAY OF CONTENT
ALLOWING USERS TO APPLY MULTIPLE PROFILES

ABSTRACT OF THE DISCLOSURE

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Multiple individual profiles may be concurrently selected and applied in combination to a search system, forming an ad hoc profile enabling quick identification of content of high recommendation to all whose profiles are selected. Such ad hoc combination profiles are especially advantageous for forming dynamic group profiles which automatically track changes to individual member profiles and which are easily adapted by addition or deletion of a member, and may be used in conjunction with portable profiles communicated between systems. A variety of combination techniques may be employed for merging the multiple profiles, from simple averaging of rating values to more complex models allowing variable weighting or selective applicability of user profiles or the search attribute values therein.